

**Amendments to the Claims**

1. (ORIGINAL) A Liquid Crystal Display (LCD) device, having a normally-black liquid crystalline cell at least partially arranged as a reflective liquid crystalline cell,

said liquid crystal display device comprising driving means for driving the liquid crystalline cell, which driving means are operable in  
an active mode allowing for normal use of the device, and  
a standby mode for reducing power consumption of the device.

2. (ORIGINAL) The Liquid Crystal Display device of Claim 1, wherein a maximum drive voltage generated by the driving means in the standby mode is lower than a maximum drive voltage generated by the driving means in the active mode.

3. (ORIGINAL) The Liquid Crystal Display device of Claim 1, wherein a frame frequency of a drive signal generated by the driving means in the standby mode is lower than a frame frequency of a drive signal generated by the driving means in the active mode.

4. (ORIGINAL) The Liquid Crystal Display device of Claim 1, wherein the liquid crystalline cell comprises a layer of a vertically aligned liquid crystalline material.

5. (ORIGINAL) The Liquid Crystal Display device of Claim 1, wherein the liquid crystalline cell is a transflective liquid crystalline cell.

6. (ORIGINAL) The Liquid Crystal Display device of Claim 5, wherein the liquid crystalline cell comprises a layer of a vertically aligned liquid crystalline material.

7. (ORIGINAL) The Liquid Crystal Display device of Claim 6, wherein the layer of the vertically aligned liquid crystalline material is arranged between a first polarizer and a second polarizer being oriented at a right angle with the first polarizer.

8. (CURRENTLY AMENDED) The Liquid Crystal Display device of Claim 4 or 5, wherein a  $\lambda/4$  compensation layer is arranged adjacent at least reflective parts of the liquid crystalline cell.

9. (ORIGINAL) The Liquid Crystal Display device of Claim 6, wherein a cell gap for a transmissive sub-pixel of the liquid crystalline cell is between 1.6 and 2 times a cell gap for a reflective sub-pixel of the liquid crystalline cell.

10. (ORIGINAL) The Liquid Crystal Display device of Claim 9, wherein the cell gap for the transmissive sub-pixel is about 1.8 times the cell gap for the reflective sub-pixel.